

Enjoy your night out





A **Sharing Economy** platform

DRIVERS CAN ONLY SHARE THEIR CAR COST

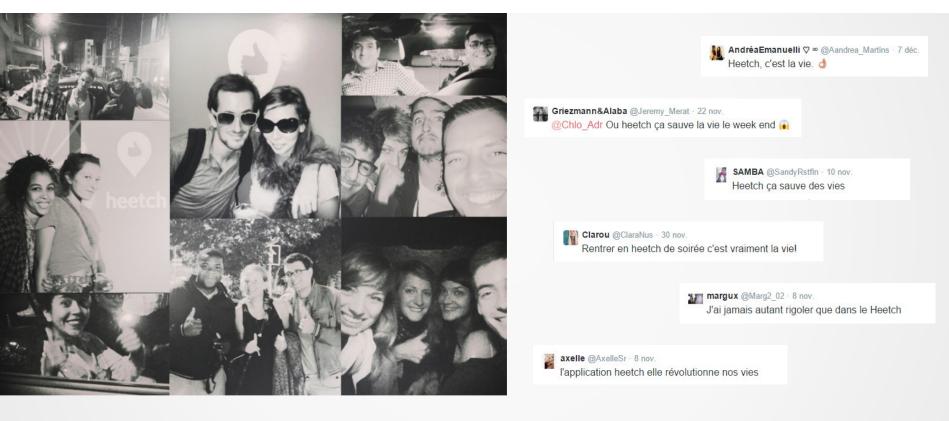
- A driver can only pay back his annual car costs
- Drivers are limited to the average annual car cost: 6.000€ in France¹
- Average in 2015: 1.858€ per driver (<5% reach the annual limit)

A FREE DONATION AT THE END OF THE RIDE

- Heetch doesn't fix a price
- The passenger can give a free donation at the end of the ride in order to participate to the driver annual car costs

¹This number is calculated by The Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME) - "Véhicules particuliers vendus en France" - Guide officiel, édition 2011 p.26

80% of the passengers are under 25 years old



"Force young people to order a professional driver when they go out is like forcing young people to book a hotel room when they are on holidays: **it doesn't make any sense and they don't do it."**Teddy Pellerin - cofounder Heetch

European leader of next generation night-time mobility



France

Paris : September 2013 Lyon and Lille : November

2014

Poland

Warsaw: January 2016

Sweden

Stockholm: June 2016

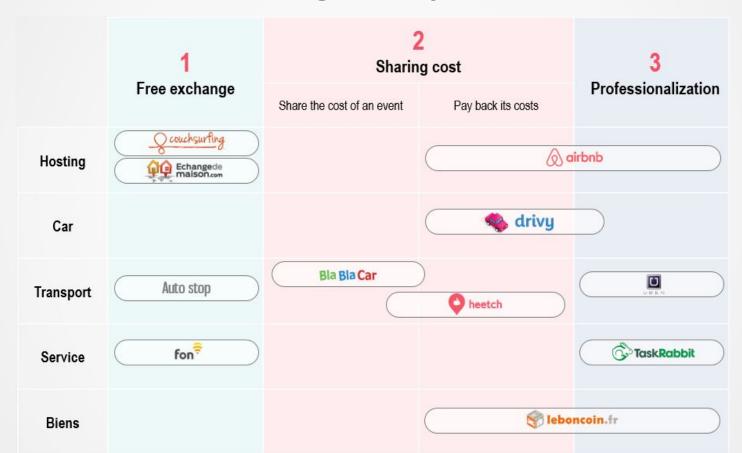
Italy

Milano: September 2016

Belgium

Brussels: November 2016

The **Sharing Economy** evolution



Thoughts about Sharing Economy

FUNDAMENTAL PRINCIPLES

- **Easy:** ones creates an account, offer a good or service immediately
- **Social sharing:** an experience between amateurs
- **Different offers:** goods or services we couldn't have access before

GUIDELINES

- We have to be able to distinguish "amateur" and "professional" individuals
- Professional must respect the professional framework
- We have to create a new framework for sharing economy
- It has to remain simple for non professional individuals or we'll lose them.

One framework for Collaborative Economy

HEETCH PROPOSAL

- Distinction between "professionals" and "amateurs" thanks to an annual limit
- Authorisation for every individual to **pay back its annual car cost** until 5 000€ a year
- Taxation on these revenues collected directly by the platform

SOME EXAMPLES ABROAD

- Italy is studying a law in order to authorise any individual to make 10 000€/a year on all
 Collaborative Economy platforms with a 10% flat tax collected by the platform
- Belgium has adopted the same law with a 5 000€/a year on all platforms except hosting (AirBnB) which is already regulated

